

Strategic Live Event Management & Consulting

Spiritual Safari

M E D I A

Brand Awareness

New Customer Acquisition

New Service Launch

Annual Conferences

Customer Appreciation

Staff Appreciation

Community Outreach

Corporate Retreats

Live events are one of the most effective ways to create a powerful bottom line impact...

yet they can go wrong so easily!



When you entrust your live event to us, we handle every detail...

— so you can rest easy and do what you do best.



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Services Provided

We provide a full spectrum of live event management services ranging from complete turn-key solutions to consulting with your in-house event staff.

Comprehensive Turn Key Live Event Planning and Management

For large live events, the array of details necessary for complete success is quite extensive. Not all events will require the full scope of services listed below:

INITIAL PLANNING

- Refine event strategic measurable goals
- Identify client event team members
- Master project scheduling / Gantt Chart
- Master event budget
- Ticket pricing structure
- Speaker roster
- Entertainment
- Food services
- Sponsor involvement details
- Master list of event vendors
- Event videography / photography
- Attendee on-site interviews

LOGISTICS

- Set up event communications channels
- Venue selection and negotiation
- Venue walk through
- Venue event layout
- Acquire venue promotional materials
- Event A/V requirements
- Written registration process
- Comprehensive event flow
- Venue signage
- Venue booths
- Venue telecommunications
- Venue parking
- Local restaurants and hotels
- Attendee hotel packages / blocks
- Speaker management / coaching
- Speaker introductions
- Post event cleanup / materials shipping
- W-9 collection

LEGAL

- Draft speaker and sponsor agreements*
- Set up digital agreement signature systems
- Negotiate agreements with all vendors
- Draft speaker / attendee media releases

* We do not provide legal services or advice –our draft agreement documents must be reviewed, revised as necessary and approved by your legal staff.

PROMOTION

- Create and maintain event website
- Set up online ticketing systems
- High-impact copy writing
- Write and submit press releases
- Set up media interviews with speakers
- Event flyer / brochure design & printing
- Execute social media campaigns
- Execute email campaigns
- Create next year's event promo materials

EXECUTION

- Manage all aspects of entire event on-site
- Hire temp staff for critical functions
- Find and manage senior on-site event staff
- Find, train and manage volunteer staff

REPORTING

- Weekly event project management reports
- Weekly registration reports
- Weekly budget reports

POST EVENT

- Attendee and sponsor surveys
- Final budget / P&L reporting
- Collect outstanding security deposits
- Post event recap and recommendations
- Final payments to speakers, etc.

Menu-Based Live Event Management Services

If you are not looking for a complete turn-key solution you can use the checklists above as a way to determine which live event management services you would like us to assist you with. Just check the boxes of those items prior to our initial consultation so we have an idea what you have in mind.

Custom-tailored Live Event Management Services

If your organization has specific live event services not shown above we can easily tailor a set of services for your particular needs.

As-needed Event Management Consulting

If you want to use our professional live event consulting services to assist your in-house staff put on your live event we can do that as well.



Event Management Experience

Jacqueline Lopez, CEO of *Spiritual Safari Media*, has a long history of putting on highly successful events. She knows from “in the trenches” hard work and experience what it takes to have a flawless sold-out event – where all stakeholders (attendees, speakers, sponsors and vendors etc.) remark how smoothly her events always run.

The following provides examples of the scope and variety of events she has, in many cases, single-handedly, organized, managed and continually sold out.

Santa Barbara Medical Cannabis Conference



In 2019 Jacqueline also organized the first Santa Barbara Medical Cannabis Conference and Expo with 10 speakers and 14 sponsors focusing on the medical efficacy of cannabis and its derivatives.

EntheoMedicine Events



Between 2018 and 2019 Jacqueline organized a series of nine events (eight in Santa Barbara and one in San Jose, CA) bringing in top speakers to share science-based clinical research on the therapeutic potential of entheogens and psychedelics.

Santa Barbara Chapter of the American Wine Society



Upon moving to Santa Barbara in late 2010, Jacqueline was surprised to discover that there was no Santa Barbara chapter representing the American Wine Society, despite being in the heart of the Central Coast wine country. In addition to founding the Santa Barbara chapter, she organized high-end monthly meetings for the affluent local wine aficionados. These were ticketed events, almost always sold out, that included dinner at local restaurants that agreed to pair their food with the wine that was being showcased.

San Luis Obispo TEDx Chumash



San Luis Obispo, CA had never offered a TEDx event prior to Jacqueline seeing a need for this powerful platform to express new and innovative thinking and ideas for the community. The event, featuring multiple speakers, sponsors and vendors was completely sold-out to its maximum attendance capacity of 150 people.

Central Coast Woman’s Network



As a new resident of San Luis Obispo and entrepreneur, Jacqueline saw a need to serve a network of high-energy female business owners grow their business. She did this by providing a series of monthly ticketed events where she found the best speakers and venues to attract the local female entrepreneur community. She averaged 10 events per year and typically sold them out. Several times a year she would also include an expo as part of her events.



The last thing you want for your next live event are unexpected surprises. Excuses just won't cut it if your intended event outcomes are not realized or your staff / management are stressed beyond max.

Here are just some of the advantages of using *Spiritual Safari Media* as your "no excuses" resource for your next live event:

Get It Done Mentality

It's one thing to organize events for others and quite another organizing your own, consistently and successfully, over many years. In addition to serving clients, we organize our own profitable events on a regular basis. Nothing is more effective at honing event management skills than when your own bottom line is at risk.

Everything You Need

Depending upon the size and complexity of your live events you may need many disparate resources (e.g. event website, copy writing, design, social media, etc.) to successfully launch your event. We have all those resources, and many more in-house and can typically get things done for a fraction of what it would cost to hire all these different skill sets. And, because we are a digitally connected virtual organization, you don't pay for unnecessary overhead — just the resources your event requires.

The Big Picture

In addition to live event management, CEO Jacqueline Lopez and her Senior Project Manager Michael Russer are both professional speakers. This means they have seen all the ways live events can go wrong or are poorly executed from both sides of the platform.

The Latest Digital Event Management Tools

The days of using spreadsheets to manage live events are long gone. At *Spiritual Safari Media* we use proven, cutting-edge collaborative event management tools that keep each event on track and budget while your team stays informed 24/7. Mr. Russer's technology background includes systems analysis and software development which helps our entire team stay current with the state-of-the-art in live event management.

Travel Ready

CEO Jacqueline Lopez was born in Paraguay and raised in Brazil, and speaks four languages fluently. She and her senior staff are all seasoned world travelers. This world-view perspective, with Ms. Lopez's natural leadership, communications and negotiating abilities allows us to manage your live event no matter where it happens to be located. This includes provisioning all the necessary local resources to ensure your event's complete success.

Our Team

We are fortunate to have an extraordinary team of highly-skilled individuals, each dedicated to the success of your live event.

Jacqueline Lopez, CEO



Spiritual Safari Media Founder and CEO has often been described as a “force of nature” when it comes to putting on highly successful live events. She is the visionary and driving force behind the company. In addition to many years of successful live event launches and management, she has a broad background that helps to serve the company’s clients in unique ways.

Her attention to detail comes from her background as a CPA and a forensic auditor for the Paraguayan Foreign Service. Her leadership and communications skills are a result of being serial entrepreneur, professional speaker and years as a radio host. Her technical and marketing / promotional prowess comes from owning and running an international Web Development firm.

Michael Russer, Senior Project Manager / Presence Coach



Michael’s background includes over 25 years as a professional international speaker, speaking coach, voiceover artist, sales and marketing trainer, previous senior project manager for other event companies, former systems analyst and programmer. He also is a serial entrepreneur who successfully started and ran multiple companies, some with dozens of employees under his leadership. While his primary

function is Senior Project Manager, he also coaches event speakers on how to achieve the highest level of connection with the event audiences through authentic Presence.

Ratakonda Prasad, Graphic Designer / Animation



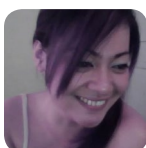
Affectionately known as Prasad, he is our design and page-layout design specialist. He has worked with Ms. Lopez for over 10 years providing a broad range of innovative designs and original video animation to meet the needs of her clients.

Qamar Zaman, Programmer and Website / App Developer



Qamar is our expert programmer with years of experience in creating highly sophisticated Websites, online programs / platforms and apps. He is responsible for anything having to do with coding and we have yet to find a project he could not complete expertly, on time and within budget.

Patricia Hall, Senior Admin / Researcher



Patricia is our very people-oriented and detailed oriented researcher and phone outreach person who is always ready to serve our clients when needed.



Getting Started / Contact

Exploring how *Spiritual Safari Media* can help you plan, create and successfully launch your next live event couldn't be easier.

Five Steps to Live Event Success

1



Free Initial Consultation:

- » **Event goals**
- » **Scheduling**
- » **Needs assessment**
- » **Mission match¹**

¹ Spiritual Safari Media helps organizations whose mission serves the greater good.

Initial Event Planning:

- » **Scope of work**
- » **Required resources**
- » **Initial Project Plan**

2



3



Event Management Agreement:

- » **Event management bid**
- » **Resources at cost²**
- » **Change order process**
- » **Invoice scheduling**

² Client pays for all required external resources directly.

4



Commence Work:

- » **Execute project plan**
- » **Collaboration**
- » **Weekly reports**

5



Event Launch to Completion:

- » **Event staff trained and in place**
- » **Event flow maintained**
- » **Unexpected issues handled**
- » **Post-event wind-down**
- » **Post-event reporting**

Contact Us

To schedule your initial free live event consultation, just call **805-637-7828** or email us at Jacqueline@SpiritualSafariMedia.com.

We are particularly interested in working with organizations whose mission is to help people and/or make our world a better place.